## CONTRACT



www.nbcphiladelphia.com

And:

**MESSAGE AND MEDIA 100 ALBANY STREET NEW BRUNSWICK, NJ 08901** 

	Contract / Revision			Alt Order	#_	
	344324	/				
Product						
olitical						
Contract Dates	Estimate #					
0/30/12 - 11/06/12						
Advertiser			Ori	ginal Date	/ Revision	
MENENDEZ FOR SENATE	1	0/26/12	/ 11/05/12	2		
_	Billing Cycle	Billing	Cal	endar	Cash/Trad	e

Billing Cycle	Billing Cale	endar	Cash/Trade
EOM/EOC	Broadcast		Cash
Station	Account Ex	<u>kecutive</u>	Sales Office
WCAU	Aaron Zeli	gson	Philadelphia NS
Special Handl	ing		
Demographic			
RA35+	_		
IDB#	Advertiser	<u>Code</u>	Product Code
Agency Ref		Advertiser	Ref
42907		16339	

Spots/

								Spor				
<u>*</u> l	_ine	Ch Start Date	e End Date	Description	Start/End Time	Days	Length \	Weel	k Rate	Type	Spots	Amount
N	1	WCAU 10/30/12	11/02/12	5A-6A M-F NBC10 NEWS 5	A5A-6A M-F	- TWTF	:30	4	\$175.00	NM	4	\$700.00
		LUR										
N	2	WCAU 10/30/12	11/02/12	6A-7A M-F	6A-7A M-F	- TWTF	:30	4	\$600.00	NM	4	\$2,400.00
		LUR										
N	3	WCAU 10/30/12	11/02/12	7A-9A TODAY SHOW	7A-9A M-F	- TWTF	:30	6	\$1,500.00	NM	6	\$9,000.00
		CDR										
	Sp	oot Ch Date R	ange	Description	Start/End Time	Weekdays	<u>Lenç</u>	<u>jth</u>	Rate	Type		
		4 WCAU 10/30/	12-11/02/12	7A-9A TODAY SHOW	7A-9A M-F	- TuWThF	:.	30	<del>\$1,500.00</del>	NM		
		See MG 3.7										
		NA-NOT AVAI 7 WCAU 11/05/1		7A-9A TODAY SHOW	7A-9A M-F	M		30	\$1,500.00	NM		
	(	MG for 3.4 11/0		TA SA TODAT GHOW	TA SA WIT	141	.,	50	ψ1,300.00	INIVI		
N	4	WCAU 11/03/12	11/03/12	10-1030A SA OPEN HSE	10-1030A	S-	:30	1	\$225.00	NM	1	\$225.00
14	7	CDR	11/03/12	10 1030A OA OI EN HOL	10-10307	5-	.00		Ψ225.00	INIVI	'	Ψ223.00
<u></u>	5	WCAU 11/03/12	11/03/12	6A-7A SATURDAY	6A-7A SA	S-	:30	1	\$225.00	NM	1	\$225.00
11	5	LUR	11/03/12	OA-TA SATONDAT	0A-7A	5-	.50	'	Ψ223.00	INIVI	'	Ψ223.00
	6		44/00/40	74 04 CATUDDAY	74.04.04	S-	.20		ФС <u>ГО</u> ОО	NINA	4	<b>#</b> 050 00
IN	О	WCAU 11/03/12	11/03/12	7A-9A SATURDAY	7A-9A SA	3-	:30	1	\$650.00	NM	1	\$650.00
_	_	CDR	4.4/00/4.0	0.4.40.4.0.4.TUDDA.V	0.4.40.4.0.4				<b>***</b>			<b>4050.00</b>
N	7	WCAU 11/03/12	11/03/12	9A-10A SATURDAY	9A-10A SA	S-	:30	1	\$650.00	NM	1	\$650.00
_		CDR										
Ν	8	WCAU 11/04/12	11/04/12	6A-8A SUNDAY	6A-8A SU	S	:30	1	\$175.00	NM	1	\$175.00
_		CDR										
Ν	9	WCAU 11/04/12	11/04/12	8-10A SUNDAY	758A-956A SUND	/S	:30	1	\$575.00	NM	1	\$575.00
_		CDR										
Ν	10	WCAU 11/04/12	11/04/12	1130A-12P SUN @ ISSUE	1130A-12P	S	:30	1	\$100.00	NM	1	\$100.00
		LUR										

(\* Line Transactions: N = New, E = Edited, D = Deleted)
FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.

Contract Agreement Between: Print Date 11/12/12 Page 2 of 4

MENENDEZ FOR SENATE



www.nbcphiladelphia.com

10/26/12

/ 11/05/12

		MENENDEZ FOR SENATE					10/26/12 / 11/05/12		
*1	ine Ch Start Date End Date	Description	Start/End Time	Spote Days Length Weel		Type S <sub>i</sub>	oote	Amount	
		•					0013		
N	11 WCAU 11/04/12 11/04/12 LUR	10A-1030A SUN CHRIS MT	T10A-1030A SU	S :30 1	\$1,000.00	NM	1	\$1,000.00	
N	12 WCAU 10/30/12 11/02/12 CDR	9A-10A TODAY SHOW 2	9A-10A M-F	- TWTF :30 4	\$525.00	NM	4	\$2,100.00	
N	13 WCAU 10/30/12 11/02/12 CDR	3P-4P M-F ELLEN	3P-4P M-F	- TWF :30 4	\$775.00	NM	5	\$3,100.00	
	Spot Ch Date Range  1 WCAU 10/30/12-11/02/12 See MG 13.6		Start/End Time 3P-4P M-F	Weekdays Length - TuWThF :30	<u>Rate</u> <del>\$775.00</del>	Type NM			
	DNA-NEWS SPL REPORT 2 WCAU 10/30/12-11/02/12 See MG 13.5		3P-4P M-F	- TuWThF :30	<del>\$775.00</del>	NM			
	PREEMPT-PROGRAM CF 5 WCAU 10/30/12-11/02/12	=	O\5A-5A	- TuWThF :30	\$775.00	NM			
	6 WCAU 11/05/12-11/05/12 13.7,13.8	3P-4P M-F ELLEN	3P-4P M-F	М: :30	<del>\$775.00</del>	NM			
	NA-NOT AVAILABLE 7 WCAU 11/06/12-11/06/12 M MG for 13.6 11/05	11A-12P NBC10 NEWS@1	1 11A-12P	-Tu: :30	\$250.00	NM			
	8 WCAU 11/06/12-11/06/12 MG for 13.6 11/05	9A-10A TODAY SHOW 2	9A-10A M-F	-Tu: :30	\$525.00	NM			
N	14 WCAU 10/30/12 11/02/12 LUR	4P-5P NBC10 NEWS	4-5P M-F	- TWF :30 5	\$400.00	NM	5	\$2,000.00	
	Spot Ch Date Range 2 WCAU 10/30/12-11/02/12 See MG 14.6	Description 4P-5P NBC10 NEWS	Start/End Time 4-5P M-F	Weekdays Length - TuWThF :30	<u>Rate</u> <del>\$400.00</del>	<u>Type</u> <i>NM</i>			
	DNA-NEWS SPL REPORT 6 WCAU 11/02/12-11/02/12 MG for 14.2 10/31		4-5P M-F	F :30	\$400.00	NM			
N	15 WCAU 10/30/12 11/02/12 CDR	5-6P NBC10 NEWS @ 5 M-	-f5-6P M-F	-TWTF :30 4	\$950.00	NM	4	\$3,800.00	
N	16 WCAU 10/30/12 11/02/12 CDR	6P-630P NBC10 NEWS	6P-630P M-F	- TWTF :30 4	\$1,150.00	NM	4	\$4,600.00	
N	17 WCAU 11/03/12 11/04/12	6P-630P NEWS SAT	6P-630P	S- :30 1	\$950.00	NM	1	\$950.00	
	CDR Spot Ch Date Range  1 WCAU 11/03/12-11/04/12 See MG 17.2		Start/End Time 6P-630P	Weekdays Length :30	<u>Rate</u> <del>\$950.00</del>	Type NM			
	NA-PGM NOT SCHEDULE 2 WCAU 11/03/12-11/04/12 M MG for 17.1 11/03		6P-630P SU	St :30	\$950.00	NM			
N	18 WCAU 10/30/12 11/04/12 CDR	630-7p Nightly News	630-7p	- TWTFSS :30 1	\$2,000.00	NM	1	\$2,000.00	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I I.

Contract Agreement Between: Print Date 11/12/12 Page 3 of 4

**MENENDEZ FOR SENATE** 



www.nbcphiladelphia.com

	Contract / Revision 344324 /	Alt Order #
Contract Dates 10/30/12 - 11/06/12	Product Political	Estimate #
Advertiser	0	riginal Date / Revision

10/26/12 / 11/05/12

N 19 WCAU 10/30/12 11/04/12 730P-8P M-F 730P-8P M-F -TWTF- :30 4 \$1,300.00 NM 8 \$5,100.00 CDR Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 730P-8P M-F -TWTF- :30 \$1,300.00 NM 8 \$5,100.00 NM 9 NM										
**Line Ch Start Date End Date Description						Spots	s/			
COR   Spot Ch   Date Range   Description   Start/End Time   Weekdays   Length   Rate   Type	*Line Ch Star	rt Date End Date	Description	Start/End Time	Days	•		TypeS	Spots	Amount
Spot Ch   Date Range   Description   Start/End Time   Weekdays   Length   Rate   Type		30/12 11/04/12	730P-8P M-F	730P-8P M-F	- TWTF	:30 4	\$1,300.00	NM	8	\$5,100.00
S WCAU 1/10/3/12-11/03/12         7-8P NBC10 NEWS AT 7P         7P-8P	Spot Ch  1 WCAU  See MG	10/30/12-11/04/12 19.5,19.6,19.7								
6 WCAU 11/04/12-11/04/12 530-6A WSJ 530-6A WSJ 530-6A WSJ 5000 NM (B) MG for 19.1 11/01 7 WCAU 11/04/12-11/04/12 1130A-12P SUD (B) ISSUE 1130A-12PSi :30 \$100.00 NM (B) MG for 19.1 11/01 8 WCAU 11/05/12-11/05/12 JIMMY FALLON SHOW 1237A-136A M	5 WCAU	11/03/12-11/03/12 19.8,19.9,19.10		7P-8P	S	a :30	<del>\$1,150.00</del>	NM		
7         WCAU 11/04/12-11/04/12         1130A-12P SUN @ ISSUE 1130A-12P	6 WCAU	11/04/12-11/04/12		530-6A WSJ		- Sı :30	\$50.00	NM		
® WCAU 11/05/12-11/05/12 JIMMY FALLON SHOW 1237A-136A M	7 WCAU	11/04/12-11/04/12	1130A-12P SUN @ ISSUE	1130A-12P		- Sı :30	\$100.00	NM		
	8 WCAU	11/05/12-11/05/12	JIMMY FALLON SHOW	1237A-136A	M	:30	\$375.00	NM		
10 WCAU 11/05/12-11/05/12 VARIOUS/ OVERNIGHT 2a-5a M-SU M	9 WCAU	11/05/12-11/05/12 19.11,19.12,19.13		El 1135P-1237A	M	:30	<del>\$750.00</del>	NM		
11 WCAU 11/06/12-11/06/12 11A-12P NBC10 NEWS@11 11A-12P	10 WCAU	11/05/12-11/05/12 !		2a-5a M-SU	M	:30	<del>\$25.00</del>	NM		
12 WCAU 11/06/12-11/06/12 10A-11A TODAY SHOW 3 10A-11A M-F -Tu	11 WCAU	11/06/12-11/06/12		11A-12P	- Tu	:30	\$250.00	NM		
13 WCAU 11/05/12-11/05/12 430-5A NBC10 NEWS @ 43( 430A-5A M	12 WCAU	11/06/12-11/06/12	10A-11A TODAY SHOW 3	10A-11A M-F	- Tu	:30	\$425.00	NM		
N       20       WCAU 10/30/12       11/04/12       11-1135P M-F LATE NEWS       11P-1135P       -TWTF       :30       3       \$2,400.00       NM       5       \$7,200.00         Spot Ch       Date Range       Description       Start/End Time       Weekdays       Length       Rate       Type         1       WCAU 10/30/12-11/04/12       11-1135P M-F LATE NEWS       11P-1135P       -TuWThF       :30       \$2,400.00       NM         See MG 20.7       NA-NOT AVAILABLE       4       WCAU 11/03/12-11/02/12       5A-6A M-F NBC10 NEWS 5A 5A-6A M-F       ThF       :30       \$175.00       NM	13 WCAU	11/05/12-11/05/12	430-5A NBC10 NEWS @ 43	8C 430A-5A	M	:30	<del>\$75.00</del>	NM		
CDR         Spot Ch         Date Range         Description         Start/End Time         Weekdays         Length         Rate         Type           1 WCAU 10/30/12-11/04/12         11-1135P M-F LATE NEWS         11P-1135P         -TuWThF         :30         \$2,400.00         NM           See MG 20.4;20.5;20.6         PREEMPT-PROGRAM CHANGE         11P-1135P         -TuWThF         :30         \$2,400.00         NM           3 WCAU 10/30/12-11/04/12         11-1135P M-F LATE NEWS         11P-1135P         -TuWThF         :30         \$2,400.00         NM           See MG 20.7 NA-NOT AVAILABLE         4 WCAU 11/01/12-11/02/12         5A-6A M-F NBC10 NEWS 5A 5A-6A M-F        ThF         :30         \$175.00         NM           M MG for 20.1 11/01         5 WCAU 11/03/12-11/03/12         6A-7A SATURDAY         6A-7A SA        Sa         :30         \$2,25.00         NM           M MG for 20.1 11/01         6 WCAU 11/04/12-11/04/12         LATE NEWS SU         11-1235A        Sa         :30         \$2,400.00         NM           M MG for 20.1 11/01         7 WCAU 10/30/12-11/04/12         11-1130P LATE NEWS SAT 11-1130P	PREEM	PT-DUE INVENTO	PRY							
Spot Ch         Date Range         Description         Start/End Time         Weekdays         Length         Rate         Type           1 WCAU 10/30/12-11/04/12         11-1135P M-F LATE NEWS         11P-1135P         -TuWThF         :30         \$2,400.00         NM           See MG 20.4,20.5,20.6         PREEMPT-PROGRAM CHANGE         3 WCAU 10/30/12-11/04/12         11-1135P M-F LATE NEWS 11P-1135P         -TuWThF         :30         \$2,400.00         NM           See MG 20.7         NA-NOT AVAILABLE         4 WCAU 11/01/12-11/02/12         5A-6A M-F NBC10 NEWS 5A5A-6A M-F        ThF         :30         \$175.00         NM           M MG for 20.1 11/01         5 WCAU 11/03/12-11/03/12         6A-7A SATURDAY         6A-7A SA        Sa         :30         \$225.00         NM           M MG for 20.1 11/01         6 WCAU 11/04/12-11/04/12         LATE NEWS SU         11-1235A        Sa         :30         \$2,000.00         NM           M MG for 20.1 11/01         7 WCAU 10/30/12-11/04/12         11-1130P LATE NEWS SAT 11-1130P        Sa         :30         \$2,400.00         NM           M Na-NOT AVAILABLE         8 WCAU 10/30/12-11/04/12         11-1135P M-F LATE NEWS 11P-1135P         F         :30         \$2,400.00         NM		30/12 11/04/12	11-1135P M-F LATE NEWS	11P-1135P	- TWTF	:30 3	\$2,400.00	NM	5	\$7,200.00
1 WCAU 10/30/12-11/04/12 11-1135P M-F LATE NEWS 11P-1135P -TuWThF :30 \$2,400.00 NM  See MG 20.4,20.5,20.6 PREEMPT-PROGRAM CHANGE 3 WCAU 10/30/12-11/04/12 11-1135P M-F LATE NEWS 11P-1135P -TuWThF :30 \$2,400.00 NM  See MG 20.7 NA-NOT AVAILABLE 4 WCAU 11/01/12-11/02/12 5A-6A M-F NBC10 NEWS 5A5A-6A M-F ThF :30 \$175.00 NM  MG for 20.1 11/01 5 WCAU 11/03/12-11/03/12 6A-7A SATURDAY 6A-7A SA Sa :30 \$225.00 NM  MG for 20.1 11/01 6 WCAU 11/04/12-11/04/12 LATE NEWS SU 11-1235A Si :30 \$2,000.00 NM  MG for 20.1 11/01 7 WCAU 10/30/12-11/04/12 11-1130P LATE NEWS SAT 11-1130P Sa :30 \$2,400.00 NM  See MG 20.8 NA-NOT AVAILABLE 8 WCAU 10/30/12-11/04/12 11-1135P M-F LATE NEWS 11P-1135P F :30 \$2,400.00 NM		Data Danna	Decembrica	Charle Time	\\/	l amentle	Data	T		
PREEMPT-PROGRAM CHANGE  3 WCAU 10/30/12-11/04/12 11-1135P M-F LATE NEWS 11P-1135P -TuWThF :30 \$2,400.00 NM See MG 20.7 NA-NOT AVAILABLE  4 WCAU 11/01/12-11/02/12 5A-6A M-F NBC10 NEWS 5A 5A-6A M-F ThF :30 \$175.00 NM MG for 20.1 11/01  5 WCAU 11/03/12-11/03/12 6A-7A SATURDAY 6A-7A SA MG for 20.1 11/01  6 WCAU 11/04/12-11/04/12 LATE NEWS SU 11-1235A Su :30 \$2,000.00 NM MG for 20.1 11/01  7 WCAU 10/30/12-11/04/12 11-1130P LATE NEWS SAT 11-1130P Sa :30 \$2,400.00 NM See MG 20.8 NA-NOT AVAILABLE  8 WCAU 10/30/12-11/04/12 11-1135P M-F LATE NEWS 11P-1135P F :30 \$2,400.00 NM	1 WCAU	10/30/12-11/04/12								
4 WCAU 11/01/12-11/02/12 5A-6A M-F NBC10 NEWS 5A 5A-6A M-F ThF :30 \$175.00 NM  MG for 20.1 11/01  5 WCAU 11/03/12-11/03/12 6A-7A SATURDAY 6A-7A SA Sa :30 \$225.00 NM  MG for 20.1 11/01  6 WCAU 11/04/12-11/04/12 LATE NEWS SU 11-1235A St :30 \$2,000.00 NM  MG for 20.1 11/01  7 WCAU 10/30/12-11/04/12 11-1130P LATE NEWS SAT 11-1130P Sa :30 \$2,400.00 NM  See MG 20.8  NA-NOT AVAILABLE  8 WCAU 10/30/12-11/04/12 11-1135P M-F LATE NEWS 11P-1135P F :30 \$2,400.00 NM	PREEM 3 WCAU See MG	PT-PROGRAM CH 10/30/12-11/04/12 20.7		11P-1135P	- TuWThF-	:30	<del>\$2,400.00</del>	NM		
5 WCAU 11/03/12-11/03/12 6A-7A SATURDAY 6A-7A SASa :30 \$225.00 NM	4 WCAU	11/01/12-11/02/12	5A-6A M-F NBC10 NEWS 5	A5A-6A M-F	ThF-	:30	\$175.00	NM		
6 WCAU 11/04/12-11/04/12 LATE NEWS SU 11-1235A	5 WCAU	11/03/12-11/03/12	6A-7A SATURDAY	6A-7A SA	S	a :30	\$225.00	NM		
7 WCAU 10/30/12-11/04/12 11-1130P LATE NEWS SAT 11-1130P Sa :30 <del>\$2,400.00</del> NM  1 See MG 20.8  NA-NOT AVAILABLE  8 WCAU 10/30/12-11/04/12 11-1135P M-F LATE NEWS 11P-1135P F :30 \$2,400.00 NM	6 WCAU	11/04/12-11/04/12	LATE NEWS SU	11-1235A		- Sı :30	\$2,000.00	NM		
NA-NOT AVAILABLE 8 WCAU 10/30/12-11/04/12 11-1135P M-F LATE NEWS 11P-1135P :30 \$2,400.00 NM	7 WCAU	10/30/12-11/04/12	11-1130P LATE NEWS SAT	11-1130P	S	a :30	<del>\$2,400.00</del>	NM		
	NA-NO	Γ AVAILABLE 10/30/12-11/04/12	11-1135P M-F LATE NEWS	11P-1135P	F-	:30	\$2,400.00	NM		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I I.

Contract Agreement Between: Print Date 11/12/12 Page 4 of 4



www.nbcphiladelphia.com

	Contract / Revision 344324 /	Alt Order #
Contract Dates 10/30/12 - 11/06/12	Product Political	Estimate #
Advertiser MENENDEZ FOR SEN		riginal Date / Revision 10/26/12 / 11/05/12

							Spots	/			
*Line	Ch Start Date	End Date	Description	Start/End Time	Days	Length	Week	Rate	Type	Spots	Amount
N 21	WCAU 11/05/12 LUR	11/05/12	5A-6A M-F NBC10 NEWS 5	A5A-6A M-F	M	:30	1	\$200.00	NM	1	\$200.00
N 22	WCAU 11/05/12 LUR	11/05/12	6A-7A M-F	6A-7A M-F	M	:30	1	\$500.00	NM	1	\$500.00
N 23	WCAU 11/05/12 CDR	11/05/12	7A-9A TODAY SHOW	7A-9A M-F	M	:30	1	\$1,500.00	NM	1	\$1,500.00
N 24	WCAU 11/05/12 CDR	11/05/12	3P-4P M-F ELLEN	3P-4P M-F	M	:30	1	\$775.00	NM	1	\$775.00
N 25	WCAU 11/05/12 CDR	11/05/12	9A-10A TODAY SHOW 2	9A-10A M-F	M	:30	1	\$525.00	NM	1	\$525.00
N 26	WCAU 11/05/12 LUR	11/05/12	4P-5P NBC10 NEWS	4-5P M-F	M	:30	1	\$400.00	NM	1	\$400.00
N 27	WCAU 11/05/12 CDR	11/05/12	5-6P NBC10 NEWS @ 5 M-	-f5-6P M-F	M	:30	1	\$950.00	NM	1	\$950.00
N 28		11/05/12	6P-630P NBC10 NEWS	6P-630P M-F	M	:30	1	\$1,150.00	NM	1	\$1,150.00
N 29	WCAU 11/05/12 CDR	11/05/12	730P-8P M-F	730P-8P M-F	M	:30	1	\$1,300.00	NM	1	\$1,300.00
N 30	WCAU 11/05/12 CDR	11/05/12	11-1135P M-F LATE NEWS	11P-1135P	M	:30	1	\$2,400.00	NM	1	\$2,400.00
							Tot	als		69	\$56,250.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/06/12	69	\$56,250.00	\$47,812.50
Totals	69	\$56,250,00	\$47.812.50

Date:

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I I.